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8152P001

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:)
)
Robert Marc Zeidman)
)
Serial No.: 09/972,264) Examiner: Haq, Naeem U.
)
Filed: October 9, 2001) Art Unit: 3625
)
For: Apparatus And Method For Providing)
History Data To Sellers About Internet)
Auctions And Marketplaces)

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

CHANGE OF CORRESPONDENCE ADDRESS,
POWER OF ATTORNEY, AND REVOCATION OF PREVIOUS POWERS

Please direct all future correspondence regarding the above-referenced patent application to Marina Portnova, Reg. No. 45,750, Blakely, Sokoloff, Taylor, & Zafman LLP, 12400 Wilshire Boulevard, Seventh Floor, Los Angeles, California 90025, and direct all telephone calls to the same at (408) 720-8300.

Zeidman Consulting

(Name of Assignee)

("assignee"), a company organized under the laws of California having a place of business at 15565 Swiss Creek Lane, Cupertino, California 95014

(Address)

hereby states that to the best of assignee's knowledge and belief it is the assignee of the entire right, title, and interest in and to the above-referenced patent application and represents that the undersigned is a representative authorized and empowered to sign on behalf of the assignee.

Upon information and belief, the assignment documents that evidence the placement of title in the assignee were recorded in the U.S. Patent and Trademark Office.

Pursuant to 37 C.F.R. §§ 1.36 and 3.71, the assignee hereby revokes all powers of attorney previously given and appoints the practitioners associated with Customer Number 08791 as the assignee's respective patent attorneys and patent agents, with full power of substitution and revocation, to prosecute this application and to transact all business in the Patent and Trademark Office connected herewith.

Pursuant to 37 C.F.R. § 3.71, the assignee hereby states that prosecution of the above-referenced patent application is to be conducted to the exclusion of the inventor(s).

Assignee of Interest: Zeidman Consulting
Dated: 2/11/07 By: [Signature] (Type or Print)
Name: Robert Zeidman
(Type or Print)

Title: President
(Type or Print)

Address of Assignee of Interest:

15565 Swiss Creek Lane
Cupertino, CA 95014

Respectfully submitted,

BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP

Dated: 2/12/07 By: [Signature]
Name: Marina Portnova
(Type)
Reg. No.: 45,750

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